

029. CLAIMS - (Claims 1 through 12 cancelled)

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031. Claim 13: (new)

032. A curved flexible plastic display for retaining a sheet of paper,

033. and comprising;

034. i. a thin, planar flexible plastic substrate body;

035. ii. an inverted u-shaped slit cut through said substrate body, and located

036. in an approximate center of said substrate body, where two distal endpoints

037. located at a bottom portion of said u-shaped slit are directioned inwardly and

038. upwardly to prevent tearing of said substrate body;

039. iii. a resulting center portion is an appendage established by said slit and is sized

040. to be smaller in size than said sheet of paper;

041. iv. a means for retaining said substrate body in a laterally curved position;

042. whereas said sheet of paper is adapted to be sandwiched between a rearward

043. and concave surface of said substrate body and a frontward and

044. convex surface of said appendage;

045. whereby the improvement is;

046. said paper is more securely retained without said tearing of said substrate

047. body when said substrate body is in said laterally curved position.

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057. CLAIMS - continued

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059. Claim 14: (new)

060. A curved flexible plastic display as recited in claim 13, further comprising;

061. folded tabs within a lower portion of said substrate body retain a fixed

062. width wire rod leg set as said means for retaining said laterally curved position.

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064. Claim 15: (new)

065. A curved flexible plastic display as recited in claim 13, further comprising;

066. a fixed length tie strap as said means for retaining said laterally curved position.

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068. Claim 16: (new)

069. A curved flexible plastic display as recited in claim 13, further comprising;

070. an elastic bungee type cord as said means for retaining said laterally curved

071. position.

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073. Claim 17: (new)

074. A curved flexible plastic display as recited in claim 13, further comprising;

075. cooperating tabs and notches within a lower portion of said substrate body

076. as said means for retaining said laterally curved position.

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078. Claim 18: (new)

079. A curved flexible plastic display as recited in claim 13, further comprising;

080. a plurality of apertures in a lower portion of said substrate body for securing

081. said means for retaining said laterally curved position.

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